

***Our Palm: A Design Campaign***

**An Honors Thesis (HONR 499)**

**by**

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## **Abstract**

From toothpaste to cosmetics to baked goods to washing detergent, palm oil is present in over half of the household products that are being used in developed countries (World Wildlife Fund). It has become incredibly popular amongst manufacturers because palm oil can produce twice the amount of oil that sunflower and soybean crops can (World Wildlife Fund). In an incredibly short amount of time, palm oil has become the world's most popular vegetable oil (World Agroforestry Center). So much so that the average person consumes over 22 pounds of palm oil annually (World Wildlife Fund). Because of palm oil's popularity and over-use, its development has become unsustainable. As an ingredient, it is barely regulated in the western market. Due to this lack of regulation, the negative effects on the environment have been substantial and continue to get worse (A.T. Kearney). My solution to this problem is Our Palm. Our Palm is an organization focused on encouraging the common consumer to educate themselves on the amount of unsustainable palm oil the products they purchase regularly. I have created a visual language around Our Palm as an organization, as well as a campaign based around them as an organization.

## **Acknowledgments**

I would like to thank Professor Shantanu Suman and Dr. Barbara Stedman for advising me throughout the duration of this project. I would also like to thank my mother, Patricia Clephane, for encouraging me every step of the way. Lastly, I'd like to dedicate this project to my dad, Jeffery Hord, for teaching me that persistence is everything.

## Table of Contents

Abstract

Acknowledgements

Process Analysis Statement .....	1
Overall .....	2
Identity System .....	3
Print Collateral .....	4
App Design .....	5
Website Design .....	6
Online Advertising .....	7
Sources .....	8

## **Process Analysis Statement**

### **Overall**

When I started this design campaign, I knew that I wanted it to be comparable to an actual campaign an advertising agency might create for an organization. I began with in-depth research. I first looked into what palm oil is, the impact it has, and where it is used. After that, I identified my target audience, the ones who are consuming palm oil the most. According to the Food Marketing Institute, women were traditionally the main grocery shopper in their household, however, that statistic is changing. In terms of multi-person households, 69% of the primary grocery shoppers are female. In terms of single-person households, 52% are female (Food Marketing Institute). However, the items they buy are taken home to their families, so the deliverables need to be adaptable to all ages and platforms. Most organizations focused on sustainable palm oil, such as GreenPalm, are targeting the manufacturers and the growers. To accomplish my objective and reach my target audience, I decided to create Our Palm, an organization focused on the consumer.

When creating a campaign, you must create a design system first. That system lends itself to the rest of the deliverables. It creates a visual language for the brand/organization. To create this system, I determined the typography, a color palette, illustration style, brand pattern, and created various lock-ups. A lock-up is any combination of identity elements, such as a logomark and signature. A logomark is a symbol that identifies the organization without using a name. A signature is the name of the organization in the chosen typeface.

After creating these elements, I was able to start creating the deliverables using the design system that I had created. One of the greatest challenges in creating the system and deliverables was the illustrations. I had never illustrated before. I had to teach myself how to draw in the flat style I wanted for the campaign and then transfer it to the computer. This taught me a bit about my learning style. I have to visually take in information and then retrace the steps myself to really process information. Once I conquered the illustrations, the rest of the project was easier to finish.

Overall, I am very happy with the final product. This project was truly a culmination of everything that I have learned over the past four years. It was incredibly difficult to push through the many creative blocks I had because I had a certain expectation for the caliber of the project. However, I am a firm believer that persistence conquers all and that is what I kept telling myself. Even if I didn't feel like the work I was creating was the best, I pushed through and I would eventually have a breakthrough with the project. Creating all the different deliverables, from the identity system down to the last paper material, was a creative challenge unlike any other I've faced in my lifetime. Even though it was incredibly frustrating at times, I've created a piece that I feel is substantial, makes a statement about something I care deeply about, and has reassured me that I have selected the perfect career path. I am happy to say that I can graduate knowing that I've created something I am genuinely proud of.



## Deliverable: Identity System

When developing the identity system for Our Palm, I went through 27 variations of logo designs before I came to the one currently implemented. It is a droplet created by a palm leaf. This logomark explains what palm oil is in a simple and understandable way. A well-designed brand influences the people it comes into contact with and I wanted to create a thorough identity that would identify with all age groups and would work across various platforms. This was a really challenging aspect of the project and I hit many creative blocks. I had to find ways to get past those creative blocks, whether it was switching to pen and paper for a while or just taking a break. This project really taught me that to get results, sometimes you just have to be persistent.



## Deliverable: Print Collateral

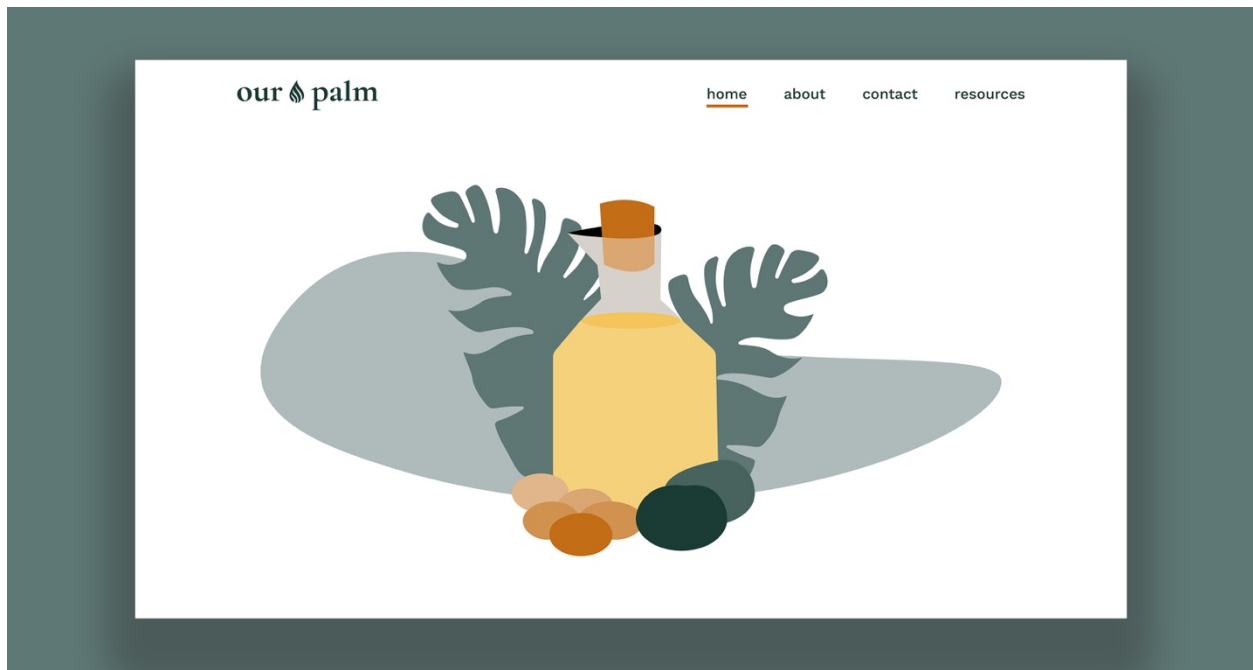
I created various print collateral for Our Palm because my target audience resonates more with print materials. According to the American Press Institute, print is still equally or more important than digital to half of the population. Of people aged 35-49, 55% think that print is either more or equally as important as digital content (American Press Institute). Because of this, I created a bifold with information about Our Palm, a tri-fold with information about palm oil, and two different postcards that feature two of the illustrations. I enjoyed this aspect of the campaign because it allowed me to think about design outside of digital. Sometimes as a designer, it is easy to get caught up in the digital design of products.



## Deliverable: App Design

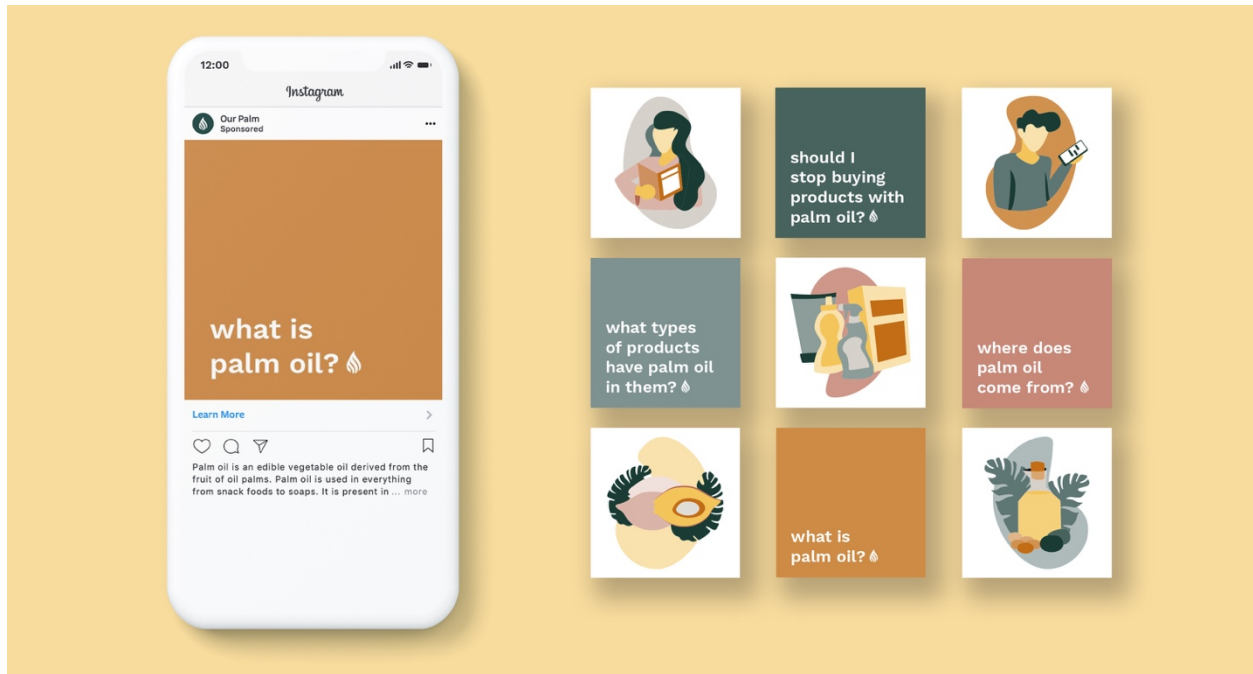
The app is focused on the more tech-savvy of my demographic. The app has some basic information about palm oil but has various features the website does not. The main features of the app are the barcode scanner and the sustainable brand guide. Any product can be scanned to see if unsustainable palm oil is an ingredient. Since palm oil has over 170 names in the United States market, it is difficult to identify without some assistance (World Wildlife Fund). If unsustainable palm oil is present, the app directs you to the sustainable brand guide. This guide has various types of products from bread to pet food and provides a list of brands that use sustainable palm oil for each. This taught me a lot about designing an app for an organization. I spent a lot of time on platforms like Pinterest and Behance, looking at app designs and trying to draw inspiration from them.





### **Deliverable: Website Design**

The website provides information as to what palm oil is, the issues it is causing, and how the consumer can help. It is focused on my older demographic, while that app is focused more on the more tech-savvy of my demographic. The website is mostly for educational resources. Since 88% of Americans access the internet regularly, a website is necessary for an organization today (Perrin). The home page is a simple landing page. The about page breaks down the organization and explains what palm oil is. The contact page provides all information for contacting the organization and the social media platforms Our Palm is available on. The resources page is the most important. It provides FAQs, graphs, and infographics. I really enjoyed designing the website because I have only designed one website before. Just as I did with the app, I had to look at a lot of material on Pinterest and Behance to find inspiration for the website. I'm really happy with the final outcome and hope to have more chances to design websites in the future.



## Deliverable: Online Advertising

My last deliverable was online advertising. I chose this deliverable because 68% of all women use social networking sites. Specifically, 77% of women over 40 use social media (Anderson). Women are also more likely to interact with companies on social media, with over half of women using social media to support their favorite brands (Brandwatch). This aspect of the project was really interesting because I had never done digital marketing before. I had to do research about the best ways to reach an audience, what platforms to use, and what sizes to make all of the pieces. I decided to create a social media presence for Our Palm, as well as the online advertisements. For the online advertisements, I did two versions of programmatic advertisements. Then I did two versions of advertisements for Facebook, Pinterest, Snapchat, and Instagram.

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